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Grace Alicea 

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Date: July 31, 2003

Eran STEINBERG

Confirmation No.: 3485

Serial No.: 09/313,131

Group Art Unit: 2612

Filed: May 17, 1999

Examiner: Nguyen, Luong Trung

For: IN CAMERA MESSAGING AND ADVERTISEMENT SYSTEM

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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AUG 07 2003

Technology Center 2600

AMENDMENT

Sir:

In response to the Office Action dated May 22, 2003, please enter the following response:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.